

VISION **NXT**



Super micro trend report
Casual wear - Summer 2024



Beyond Casuals, a hint of identity

As winter fades into the background, the arrival of summer brings with it a shift in wardrobe towards breathable fabrics like cotton and linen. The scorching heat and dryness of the season call for cool, bright colors that are airy and perforated.

In a nod to the past, today's youth are captivated by retro aesthetics, reviving bold truck-inspired and matchbox-inspired artworks. They wear these prints as if they are time travelers, embracing the past with enthusiasm. When paired with regional typographies, these bold visuals create a unique and powerful visual narrative. This trend is a testament to Indian sensibilities, embodying the essence of 'Glocal' without compromising on the richness of a summer vacation.

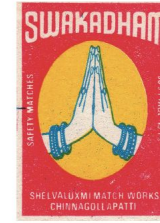
'Summer Sharbat' in fashion epitomizes a refreshing and cool vibe, much like the drink itself on a hot day. This theme focuses on chic-casuals, placing comfort at the forefront. Drawing inspiration from croquette-core influences, which blend elements of leisure and elegance, and incorporating soft romanticism, this trend offers a relaxed yet stylish approach to summer dressing. Embracing the carefree spirit of summer while maintaining a sense of style and sophistication, this narrative is metaphorically a casual break during the hot summer afternoons.

glocal

Bringing the bold and fun back to the casuals, the popularity of 'retro modern graphics' is still trending. Brands can focus on oversized fits, drop shoulders, bright and 'in your face' statement prints.



Bright colours, high contrasting patterns can be seen popular among the youth. Details and trims can also be focused, adding more character to the pieces.



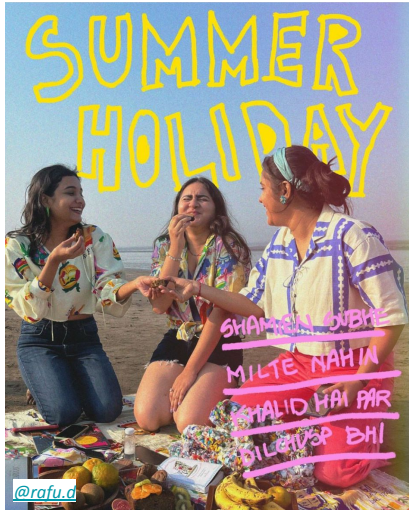
Smocked Co-ord



Smocked Co-ord



@doodlage



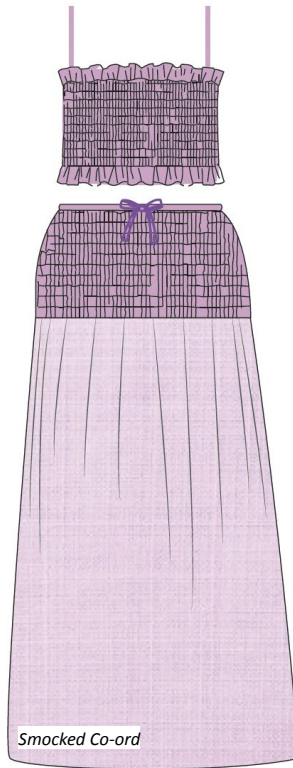
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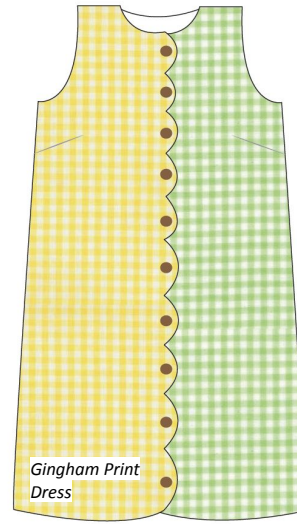
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Smocked Co-ord



Gingham Print Dress



Buttons & Ribbons

SUMMER HARBAT

Summer brings a breath of fresh air, reflected in lighter, brighter colours, elevated casuals, and intriguing details. Drawing inspiration from classic patterns like gingham and stripes, along with elements of croquette-core like bows and ribbons, brands are embracing softer, safer styles.

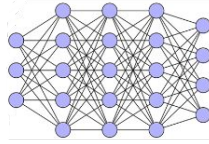
Comfort is key, with a focus on breathable cottons, crisp linens, and other summer-friendly fabrics. This approach prioritises both style and comfort, creating a perfect blend for the season.

HOW WE WORK

A brief look at our process



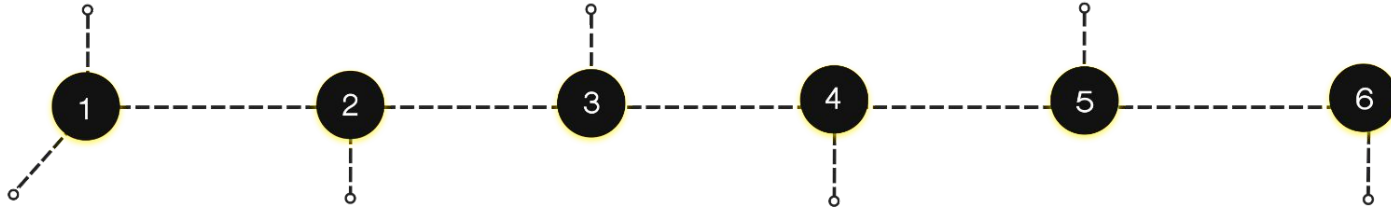
Trends spotted by trendspotters through the VisionNxt app.



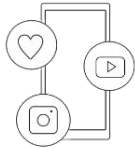
Deep learning model development and prediction.



Generation of reports through trend bytes, whitepapers, newsletters, etc.



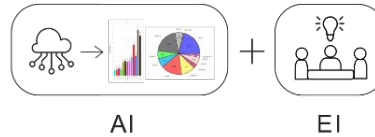
Trends spotted from social media, e zines, blogs and other open sources.



Accumulation at VisionNxt server



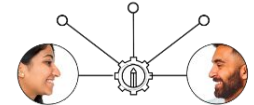
Integration of artificial (AI) & emotional (EI) intelligence.



AI

EI

Dissemination of info through customised insights.





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